Mayor Michael B. Coleman

GRAPHICS COMMISSION APPLICATION

City of Columbus, Ohio • Department of Building & Zoning Services

757 Carolyn Avenue C.

757 Carolyn Avenue, Columbus, Ohio 43224 * Phone: 614-645-7433 * www.columb.

MAY 06 2013

13320 - m314

Date Received:	2013	BUILDING & ZONING SERVICES
Commission/Civic: Existing Zoning: Applica		1
Existing Zoning: Applica	ation Accepted by:	Fee: \$1900
Comments:		
	b.	
TYPE(S) OF ACTION REQUESTED (Check all that apply)	1	
Variance Graphics Plan	Special Permit	ellaneous Graphic
Indicate what the proposal is and list applicable co	de sections. State what it is y	ou are requesting.
Describe Keauesting a Gra	iphics Plan to	permit LED video boards,
Describe Requesting a Grand Toof Sign and ticker ground Sign along Mo	und Street and	coof sixuand Has poles on
LOCATION addinistration (ouilding.	9
Certified Address Number and Street Name		Street
	State Olt	
Parcel Number (only one required) 425	-7863 ₇₉	Zip 7000

2 Name SPARC HOLDING	LLC	
3. Address 107 S. HIGHST., S	TE. 300 City/State COL	LUMBUS OH Zip 43215
3. Address 107 S. HIGHST., S 4. Phone # 16145 463-9730	Fax # (6/4)463-1896 Es	nail jsugar earshot. com
PROPERTY OWNER(S)	· · · · · · · · · · · · · · · · · · ·	·
2 Name SPARC HOLDING	, LLC	
3. Address 107 S. HIGH ST., STE.	300 City/State Co	LUMBUS, off Zip 43215
3. Address 107 S. HIGH ST., STE. 4. Phone # (614) 463-9730	Fax # (6/4) 463-1896 Er	nail isugar e arshot. Com
Check here if listing additional proper	· ·	9 9
ATTORNEY / AGENT (CIRCLE ONE)	1	·
	laris	1
9. Address 60 E. Spring St.	#22 4 City/State (10 1 um 645, 0Hzip 43215
10. Phone # (6/4) 4/9-2252 I	Fax # Er	nail heavalarise yahoo. com
SIGNATURES	. «	
11. Applicant Signature SPARC HOLDIN	GILLO BY:	fres.
**************************************		-

- 12. Property Owner Signature **SPARC HOLDING, LIC**
- 13. Attorney / Agent Signature



CITY OF COLUMBUS

DEPARTMENT OF BUILDING AND ZONING SERVICES

One Stop Shop Zoning Report Date: Fri May 31 2013

General Zoning Inquiries: 614-645-8637

SITE INFORMATION

Address: 1155 W MOUND ST COLUMBUS, OH

Mailing Address: 107 S HIGH ST STE 300

COLUMBUS OH

43215

Owner: SPARC HOLDING LLC

Parcel Number: 425286329

ZONING INFORMATION

Zoning: Z10-021, Commercial, CPD

effective 7/27/2011, Height District Null

Board of Zoning Adjustment (BZA): 11311-00493

Commercial Overlay: N/A Graphic Commission: N/A

Area Commission: Southwest Area Commission

Planning Overlay: N/A

Historic District: N/A

Historic Site: No

Council Variance: N/A

Flood Zone: OUT

Airport Overlay Environs: N/A

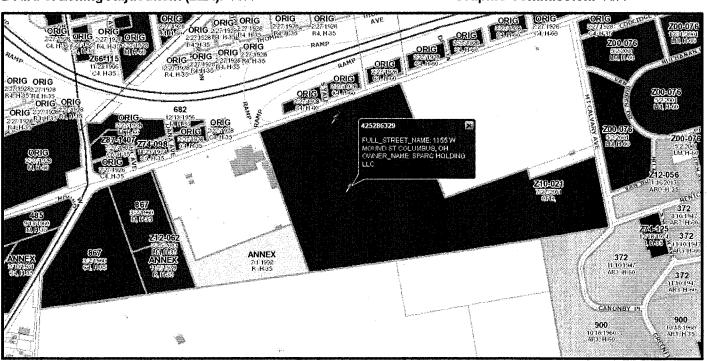
PENDING ZONING ACTION

Zoning: N/A

Board of Zoning Adjustment (BZA): N/A

Council Variance: N/A

Graphic Commission: N/A





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AFFIDAVIT

(See next page for instructions)

13320-00314 1155 WEST MOUND ST.

	APPLICATION #			
STATE OF OHIO COUNTY OF FRANKLIN				
Being first duly cautioned and sworn (1) NAME	icholas C. Cavalaris			
of (1) MAILING ADDRESS 60 E. Spring Street, Swite 224, Calumbus, 4H/8 437/5 deposed and states that (he/she) is the applicant, agent, or duly authorized attorney for same and the following is a list of the				
deposed and states that (he/she) is the applicant, agent, or duly authorized attorney for same and the following is a list of the				
name(s) and mailing address(es) of all the owners of record of the property located at (2) per CERTIFIED ADDRESS FOR PROPERTY 1(55 W. Mound Street, Columbus, 1410 43223				
for which the application for a rezoning, variance, spec	ial permit or graphics plan was filed with the Department of Building			
and Zoning Services, on (3)				
(T	THIS LINE TO BE FILLED OUT BY CITY STAFF)			
SUBJECT PROPERTY OWNERS NAME	(4) SPARC Holding, LLC 107 S. HIGH STREET, SULTE 360			
AND MAILING ADDRESS	107 S. HIGH STREET SUITE 360			
	COLUMBUS, OH. 43215			
APPLICANT'S NAME AND PHONE #	SPARC Holding, LLC			
(same as listed on front of application)	alumbus of 43215			
AREA COMMISSION OR CIVIC GROUP	(5) Southwest Area Comm.			
AREA COMMISSION ZONING CHAIR OR	*COStefanie Coe			
CONTACT PERSON AND ADDRESS	1397 Gorham Drive			
	alumbus, oH 43223			
and that the following is a list of the names and comm	plete mailing addresses, including zip codes, as shown on the County			
Auditor's Current Tax List or the County Treasure	er's Mailing List, of all the owners of record of property within 125			
feet of the exterior boundaries of the property for which	h the application was filed, and all of the owners of any property within			
125 feet of the applicant's or owner's property in the exthe subject property:	vent the applicant or the property owner owns the property contiguous to			
• • •				
(6) PROPERTY OWNER(S) NAME (6A) ADDRESS	OF PROPERTY (6B) PROPERTY OWNER(S) MAILING ADDRESS			
see attached list				
(7) Check here if listing additional property owners	on a separate page.			
	(8) Willen Culi			
SIGNATURE OF AFFIANT Subscribed to me in my presence and before me this SIGNATURE OF METAR & PUBLIC	(8) Well (M)			
SIGNATURE OF WEILER PUBLIC	(8) day of May, in the year 2013			
My Commission Compared Commission	(b) July Mi precised			
GAIL M. KELLI				
Notary Public, State of My Commission Expires 1				
	· 			



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STATEMENT OF HARDSHIP

13320-00314 1155 WEST MOUND ST.

APPLICATION #

3382.05 Variance.

Any request for a Variance from this Graphics Code shall be heard and decided by the Graphics Commission as provided by the Graphics Code.

- **A.** The Graphics Commission shall have the power, upon application, to grant a Variance from one (1) or more provisions of this Graphics Code. No Variance shall be granted unless the Commission finds that a hardship exists, based upon special physical conditions which:
 - 1. Are due to exceptional shallowness, shape, topographic conditions or other extraordinary situations peculiar to the premises itself; or
 - 2. Differentiate the premises from other premises in the same zoning district and the general vicinity; or
 - 3. Prevent a reasonable return in service, use or income compared to other conforming premises in the same district; and
 - 4. Where the result of granting the variance will not be injurious to neighboring properties and will not be contrary to the public interest or to the intent and purpose of the Graphics Code.
- **B.** In granting a Variance, the Graphics Commission may impose such requirements and conditions regarding the location, character, and other features of the *graphics* as the Commission deems necessary to carry out the intent and purpose of this Graphics Code and to otherwise safeguard the public safety and welfare.
- Nothing in this Graphics Code shall be construed as authorizing the Commission to affect changes in the Zoning Map or to add to the uses permitted in any zoning district.

I have read Section 3382.05 Variance, and believe my application for relief from the requirements of the Graphics Code satisfies the four criteria for a variance in the following ways:

The request is consistent with the regoling
of this site to CPD in 2011. The ability to
attract patrons to this site is imperative in order
to be the auticipated economic driver of this area.
The site sits below the interstate and the variances
are required due to the shalkwness and topographic
conditions and other extraordinary situations peculiar to
this entertainment venue. This facility is a one of a kind
facility that differentiates it from others. The variances will
identify the permitted uses which vary frequently. They will not
Signature of Applicant Weller Culin Date Way 6, 2013
be injurious of other uses in the area and are compatible
with existing commercial development adjacent to the site.
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Graphics Plan Statement

1155 W. Mound Street

The applicant/owner, SPARC Holding, LLC, is redeveloping the former Cooper Stadium site into a new motorsports venue and automotive research facility known as the *Sports Pavilion & Automotive Research Complex* (SPARC). The property was previously used as the home stadium for the Columbus Clippers professional baseball team and for other spectator events. The rezoning which permits this multi-purpose complex was approved by City Council in 2011 (City of Columbus File No. 0701-2011). The ordinance from such rezoning provides that all graphics and signage shall comply with the Graphics Code of the City of Columbus, as it applies to C-4 uses, and that any variances to those requirements will be submitted to the Columbus Graphics Commission in the form of a graphics plan for consideration. The applicant/owner is submitting this Graphics Plan for only portions of the SPARC site. Additional graphics plans will be submitted for other areas of the site.

The proximity to and visibility from I-70 is a distinct feature of the site. The ability to attract large numbers of patrons to the planned races and events at SPARC is crucial to its success. The approval of the Graphics Plan will provide the owners, tenants, adjacent businesses and the City of Columbus with a one-of-a-kind facility that will generate economic development for the Columbus Region and, specifically, for the near-west side.

A Graphics Plan is required per CCC 3375.12(1) because the 2011 rezoning of the site to CPD requires a graphics plan for any variances to the Graphics Code. The applicant is seeking to install: two (2) full-motion LED video boards mounted on the northeast elevation of the stadium tower and grandstand (*Exhibit A*); and three (3) full-motion LED video boards mounted on the northwest elevation of the stadium, with a site identifier sign atop the elevation and a ticker board below one of the LED signs (*Exhibit B*). It should be noted that Ohio Revised Code Sections 5516.01 and 5516.02 permit advertising devices to be within 660' of an interstate if they are located on the premises of a "professional sports facility," which is defined to expressly include a motorsports complex.

CCC Section 3375.06(E) limits permanent on-premises signs directed to those portions of the interstate with a speed limit greater than 50 mph. The applicant is requesting a variance from this provision. The above–referenced Ohio law serves as one justification for this request based on the fact these boards will be displayed on the premises of a motorsports complex and visible from I-70. The unique nature of this facility, coupled with the recent approval of a similar structure with video boards along I-71 at Columbus Crew stadium, serves as additional justification for this request. Given the 2011 rezoning approval to redevelop this stadium into a multi-purpose sports venue, entertainment facility, and research complex, this request is consistent with the uses permitted in the 2011 rezoning and will assist the owners and tenants in attracting the patrons needed to generate the anticipated economic development for the city.

CCC Section 3377.07(C) governs type of sign, the number of signs, setbacks, mass factor and height from right-of-way for a C4 district as part of an approved graphics plan. Section 3377.10 governs the graphic element size and height of permanent, on-premises ground signs. In addition to the signs listed on *Exhibits A and B* attached herein, the applicant is seeking to install a double-faced full-motion LED marquee ground sign 65 feet in height (including the base) along W. Mound Street at the north elevation of the site (*Exhibit C*). The

site already has an existing marquee ground sign and the applicant is redeveloping this sign with the proposed marquee ground sign depicted on Exhibit C. Due to the unique nature of this multi-purpose complex and the existing marquee sign, this proposed sign is consistent with the approved site uses and will not adversely impact the character of the neighborhood.

CCC Section 3377.24(A) governs wall signs for permitted uses. The applicant is seeking the five (5) wall signs as depicted on *Exhibits A and B*. Given the unique nature of this use as an existing sports venue, recently approved CPD rezoning and the unusual nature of the topography in relation to the interstate, the applicant's proposed signage will not adversely impact the character of the neighborhood.

CCC Section 3377.26 governs on-premises roof signs and states that a permanent onpremises roof sign shall only be permitted as a part of an approved graphics plan. The applicant believes it meets the criteria as noted in Section 3377.26, given the property's unique nature as an existing sports stadium and the approved rezoning to a multi-purpose entertainment venue. The proposed sign on *Exhibit B* is consistent with the approved uses and will not adversely impact the character of the neighborhood.

The applicant is also seeking approval of a permanent on-premises roof sign and flag poles on the existing administration building located on W. Mound Street. This requires approval per CCC Section 3377.26 and the plan is depicted on Exhibit D attached. The applicant will commit to the size of each flag as depicted on Exhibit D but the content of the flags will change depending on events and sponsorship of on-premises activities.

This Graphics Plan is appropriate for the subject property and buildings, given the 2011 rezoning approval to redevelop this stadium into a one-of-a-kind motorsports venue and automotive research facility. This request is consistent with that rezoning and will assist the owners and tenants in attracting patrons needed to generate tax dollars for the city and to aid in the economic revitalization of the near-west side.

The applicant respectfully requests approval of this Graphics Plan.

Respectfully submitted,

SPARC Holding, LLC

William J. Schottenstein, President

Date: _________, 2013

13320-00314 1155 WEST MOUND ST.



CLARENCE E M. 1155 WEST MOU FRANKLIN COUNTY AUDITUR

MAP ID: S

DATE:

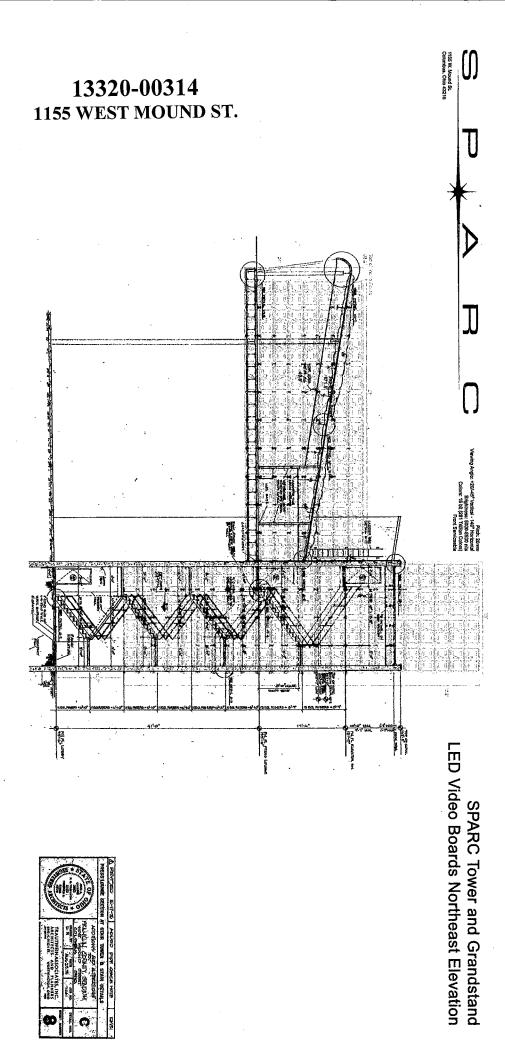
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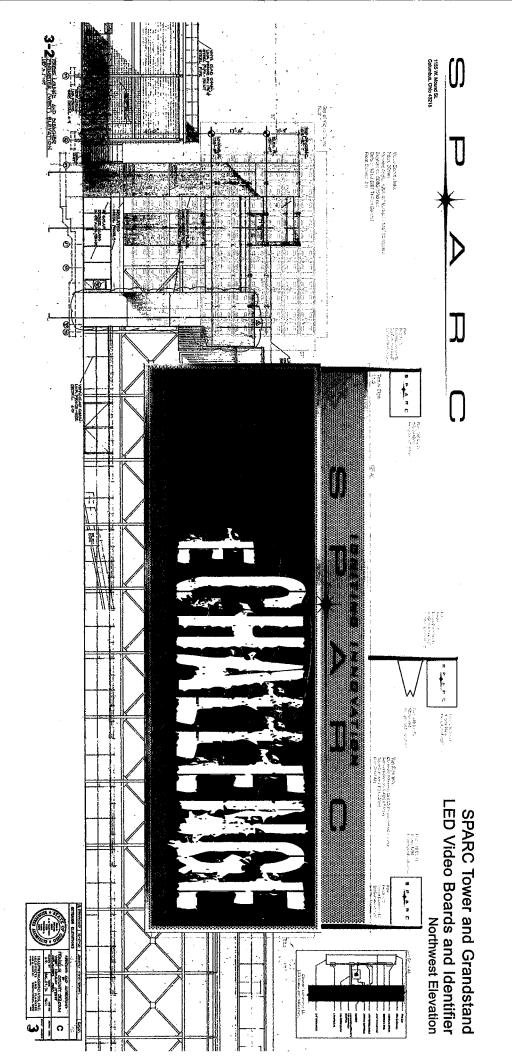
This map is prepared for the real property inventory within this county. It is compiled from recorded deeds, survey plats, and other public records and data. Users of this map are notified that the public primary information sources should be consulted for verification of the information contained on this map. The county and the mapping companies assume no legal responsibilities for the information contained on this map. Please notify the Franklin County GIS Division of any discrepancies.

Disclaimer

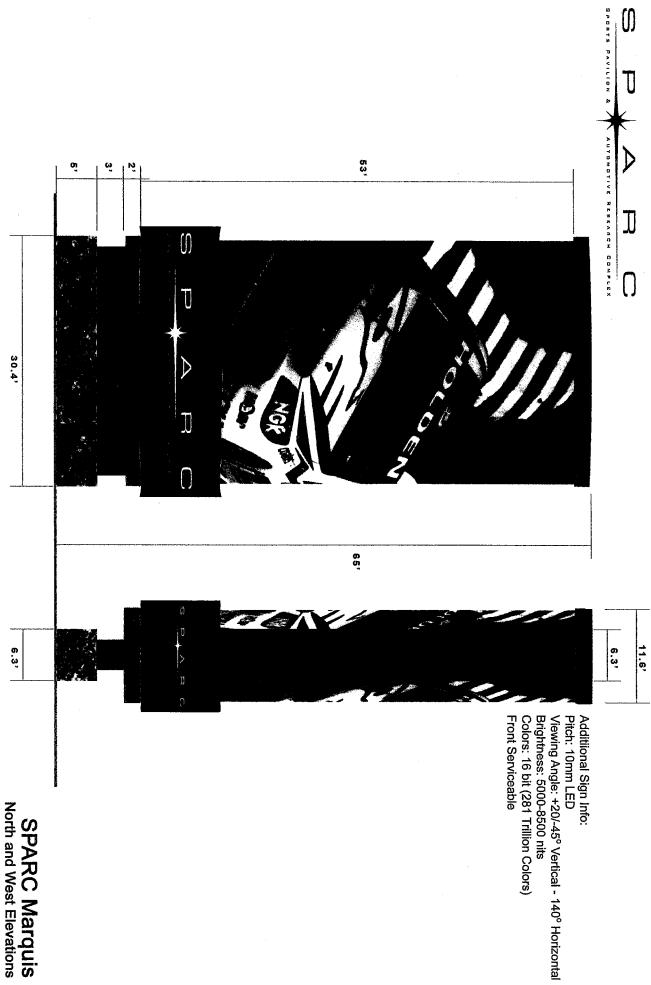
Real Estate / GIS Department



13320-00314 1155 WEST MOUND ST.







and West Elevation 巨头。C

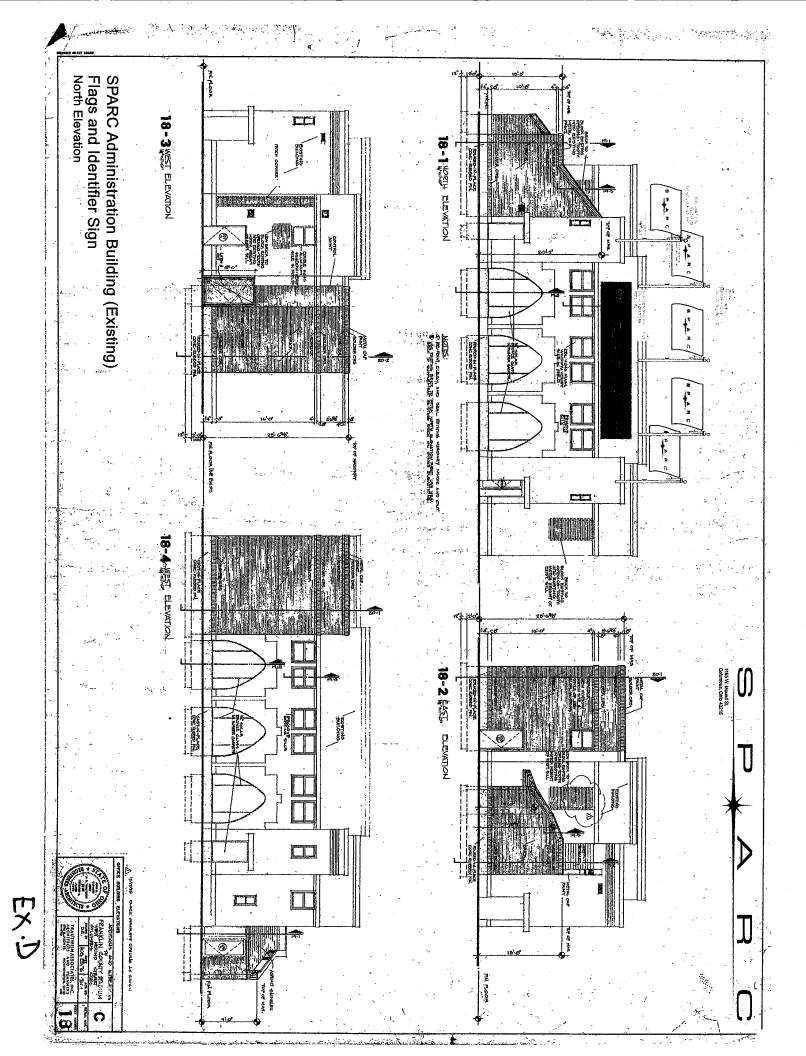


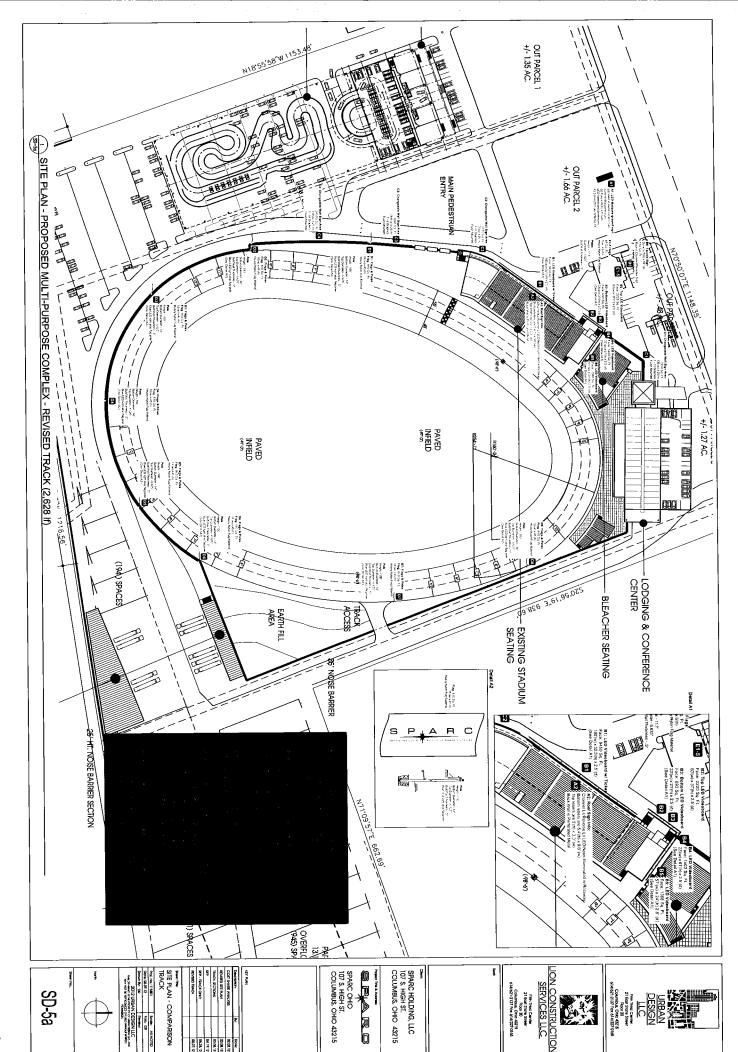
Table Of Contents:

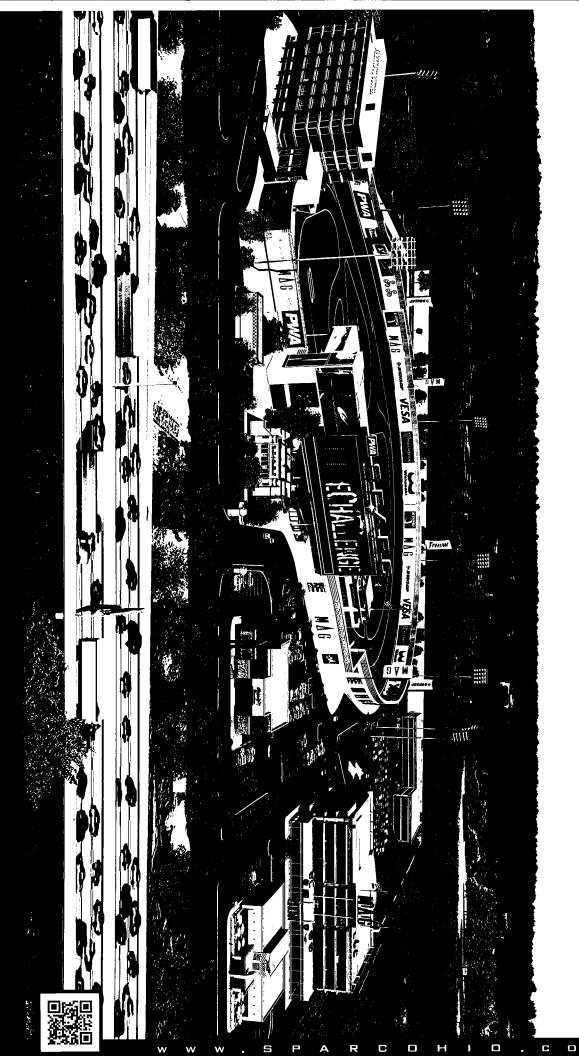
- Page 2 Table of Contents
- Page 3 Site Plan
- Page 4 Project Visual Overview
- Page 5 SPARC Tower and Grandstand Northeast Elevation
- Page 6 SPARC Tower and Grandstand Northwest Elevation
- Page 7 Marquee
- Page 8 Administration Building





VIEW TO DOWNTOWN



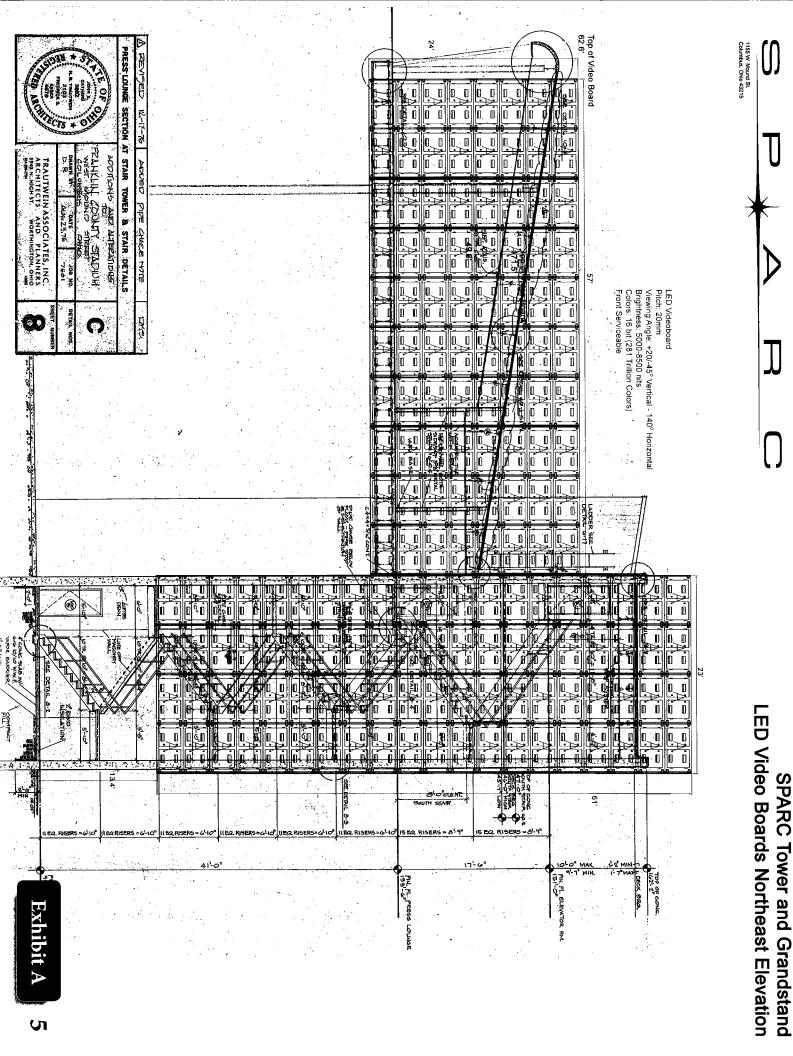


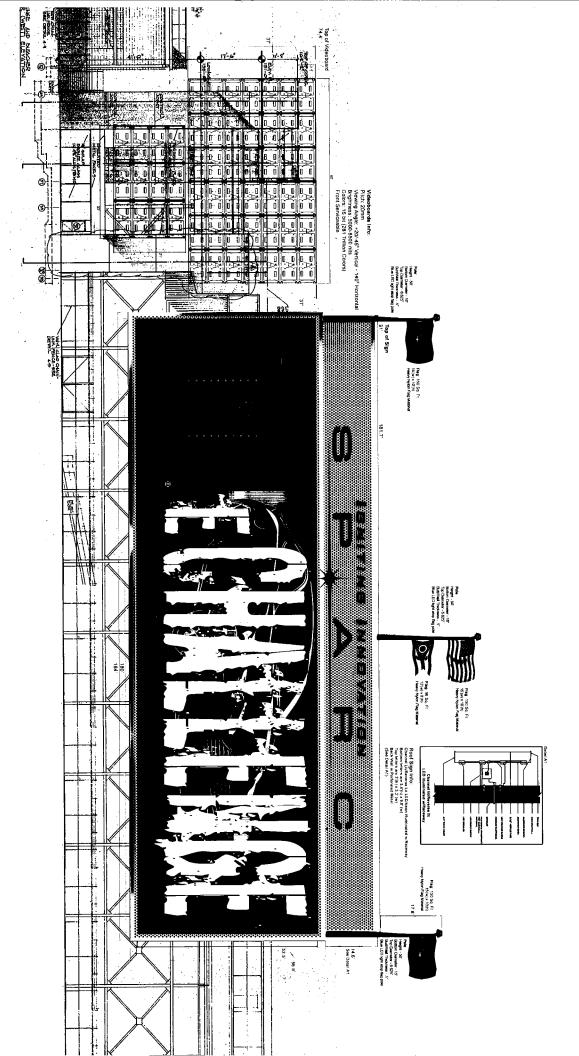
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AUTOMOTIVE RESEARCH COMPLEX

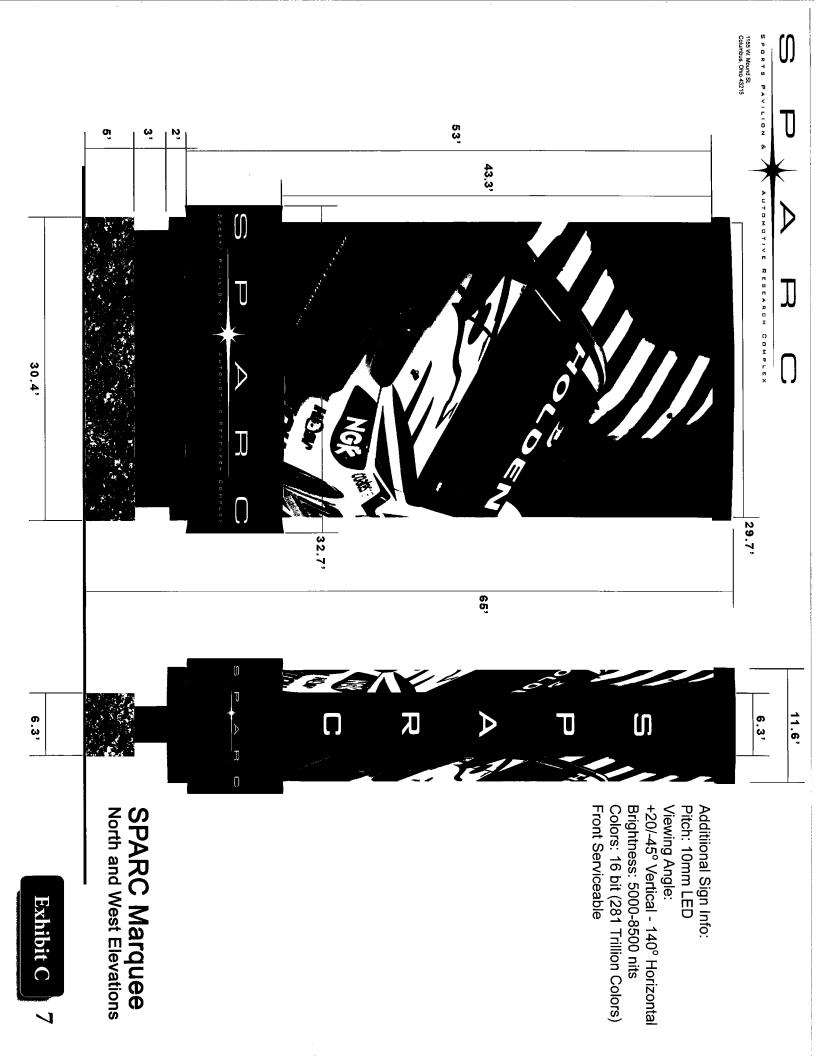
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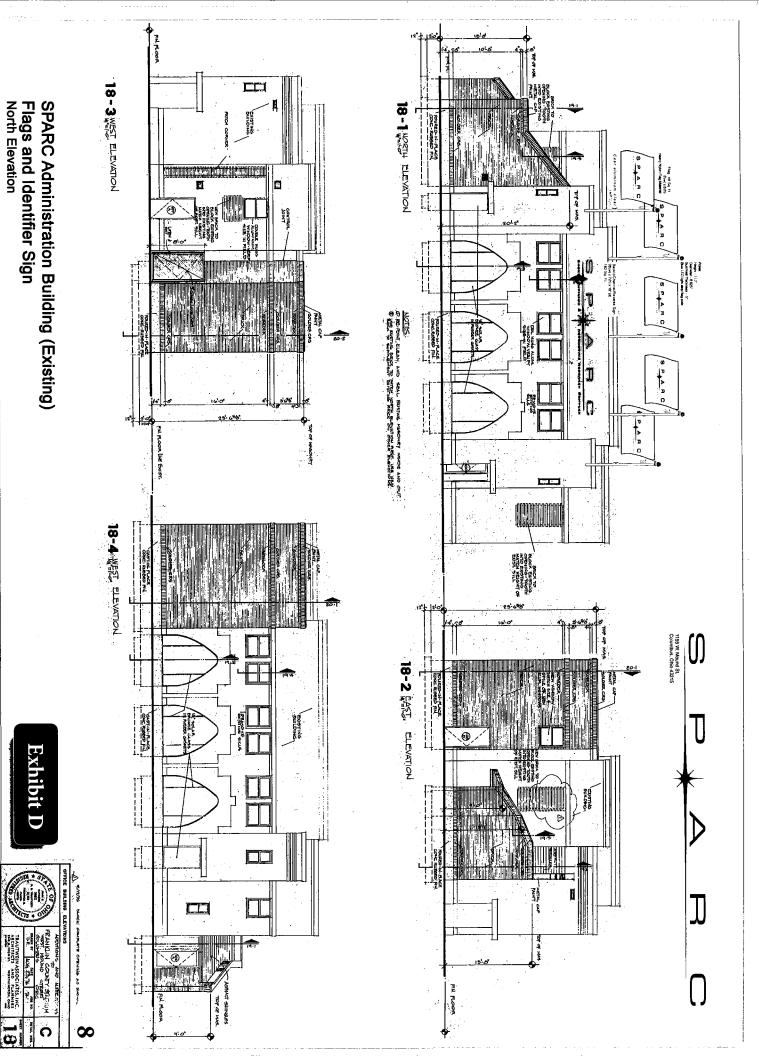
VIEW FROM I-70













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PROJECT DISCLOSURE STATEMENT

13320-00314 1155 WEST MOUND ST.

APPLICATION #

Parties having a 5% or more interest in the project that is the subject of this application.

THIS PAGE MUST BE FILLED OUT COMPLETELY AND NOTARIZED. Do not indicate 'NONE' in the space provided.

STATE OF OHIO COUNTY OF FRANKLIN	
Being first duly cautioned and sworn (NAM Of (COMPLETE ADDRESS) 60 E deposes and states that (he/she) is the APP	ME) Nicholas Cavalatis Spring Street, Suite 224, Clumbus, off 43215 LICANT, ADENT OR DULY AUTHORIZED ATTORNEY FOR SAME and the following orporations or entities having a 5% or more interest in the project which is the subject of this
NAME	COMPLETE MAILING ADDRESS
SPARC Management, LLC	107 S. High St., Ste. 300, Columbus, OH 43215
J	3
Red Hen Investment, LLC	107 S. High St., Ste. 300, Columbus, 0H 43215
Red Hen Equity, LLC	107 S. High St., Ste. 300, Columbus, OH 43215
Michael Waltrip Racing Holdings LLC	20310 Chartwell Center Dr., Cornelius, NC 28031
J''	
-	
SIGNATURE OF AFFIANT	Wideler Centin
Subscribed to me in my presence and before	e me this of day of May, in the year 2013
SIGNATURE OF NOTARY PUBLIC	Lau M. Kelley
My Commission Expires:	0
	North People Here

GAIL M. KELLEY

Notary Public, State of Ohio
My Commission Expires 11-22-2014